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- ☎ 0208 331 0656
- ☎ 0770 209 0559
- ✉ [contact 2pica by email](#)

2pica develops content for the web – from simple copywriting to customer research and exceptional content organisation. We will help you reach your audience whether you want to educate, inform, motivate or just to grab attention!

We conceive and create content, including interactive tools, business or customer guidance and games or promotions. Our trademark brilliant-basics editorial treatment is guaranteed, whatever the project.

The 2pica team has many years' experience in new media and print communications working with the BBC, government departments, charities and commercial ventures.

We take pride in understanding your requirements, however complex, and translating them into concise, engaging content that delivers results.

BBC - interactive family history research tool

When the BBC were developing a website for the popular 'Who do you think you are?' series they needed something impressive to inspire their online audience.

Three-months in the making, the Bloodlines research tool was a resounding success - within one week it received a million hits.